Watch Joshua Tree Grow

Population	155
Buildings under construction . . .	29
Last week	26
Buildings started this week	3

JOSHUA JOURNAL

GATEWAY TO THE JOSHUA TREE NATIONAL MONUMENT

Published Weekly in the Interest of the Most Livable and Fastest Growing Area of the Great American Desert

VOL. 1, No. 10 - THURSDAY, NOVEMBER 8, 1945 - JOSHUA TREE, CALIFORNIA - 5c PER COPY

Interest In The Desert Is Growing

Woman's Club Hallowe'en Party Draws Happy Crowd

Proceeds Go to Community Hall Fund

IMMEDIATE NEED FOR HALL STRESSED

The Joshua Tree Woman's Club Hallowe'en party, held last Wednesday, drew a happy and enthusiastic crowd. The Desertaire Lodge was filled to overflowing with guests from every section of the desert, from Twntynine Palms to Morongo Valley.

Not every one came in costume, but there were a large number of colorful and appropriate costumes. Prizes, donated by Dr. Elwood, for the best sustained characters, were awarded Norma Campbell and Frank Fox.

Music for dancing was furnished by Alva Nile Gray and C. D. May. Refreshments consisted of cider, do-nuts and coffee and apples.

The Club realized $58.20, which is to be turned into the Community Hall Fund. The need for our new community hall was never more stressed than at this party. Spacious as the Desertaire Lodge is, it was filled to uncomfortable overflowing.

The Woman's Club and citizens of the town want to express their appreciation to Mrs. Alice Hibbard for her generosity in allowing the use of her Desertaire Lodge for these gatherings. It is to be hoped that before the next holiday celebration arrives, we will have a sufficient start in our new Community Hall to make it unnecessary to impose upon her good will.

—oOo—

THEIR FIRST VISIT

Dr. and Mrs. C. Eugene Schuetz of Hollywood paid their first visit to Joshua Tree and this desert Sunday. Altho they have owned a lot here for sometime, purchased thru the advice of Dr. J. Carl Cummings, it was the first time they had seen it. Both were well pleased and surprised at the thriving appearance of the town.

Mrs. Schuetz has just returned from a vacation in Mexico City. She said it was a treat to enjoy the sunshine and dry, clear air of the desert after being in the hot, humid climate of Mexico City.

MRS. EMMA SMITH'S SON COMING HOME

Mrs. Emma Smith of the La Siesta Ranch says she has had word from her son, Thos. Aylward that his ship the Destroyer USS Williamson has docked in Philadelphia, and he expects to come home soon. Mr. Aylward is married and has been in the service four years.

A Definite Movement to Better Living Conditions Evident

By Stewart Gear
Editor, Joshua Journal

To me, an interested bystander, as it were, with only a newspaper to sell, it is clearly evident that there is a very definite desire on the part of a very large portion of the city folk to get away from the hustle bustle, noise, confusion and unrest of the industrial areas.

It is significant that during the time I have been engaged in making this survey, not more than 10 per cent of the people I have talked to, or have received letters from asking about this desert, are people from the smaller places. Whether they are of the well to do, looking for investment, or just people looking for a new place to light and earn a living, the universal answer to my question "Why the desert?" is "We are tired of the city, tired of the crowded conditions, tired of noise and of smoke, and foul odors."

It is interesting to stand in the background, as I often do and listen to the expressions of first timers out here. Some arrive with feelings of misgiving about living on the desert, a few admit an absolute bias toward the thot, but it is a SIG-

(Continued on Page 8)

NAVY MAN REALLY SAW THE WAR

Mr. and Mrs. G. F. Moody were week-end guests at the home of Alice Powell Beckford.

Mr. Moody, Chief Warrant Officer, U.S.N., is awaiting a much-earned shore duty assignment, after having been in every major theater of the war.

Chief Moody was aboard the Aircraft Carrier Wasp in the Atlantic when the war began. He was aboard her when that grand ship made two famous trips into the submarine infested Mediterranean to deliver badly-needed land planes to our forces in Africa.

He was on duty with the Wasp when she was sunk by submarine off Guadalcanal.

His next assignment was on the Carrier Cowpens, a ship of Independence Class, and this ship was the first carrier of this war to enter Tokyo Bay ahead of General MacArthur's triumphant entry.

Mr. Moody wears ribbons of the Yangtze Patrol, Atlantic Theatre, American Theatre, European Theatre, Asiatic, with seven stars, Philippines with two stars, and Good Conduct Medal with four stars.

The Moodys own property here and Mr Moody, who has been in the navy 26 years, says he is sure looking forward to the time when he can come here and enjoy the peace and quiet of the desert.

YUCCA VALLEY LEGION TO HOLD BARBECUE - DANCE

The Yucca Valley American Legion Post No. 469 are planning a big time Saturday, November 10, when they are to have a barbecue and dance. The barbecue is to be at the Legion Hall and the dance at the Yucca Valley Grammar School, both in Yucca Valley.

Festivities are to start at 3 P. M. and continue into the wee small hours.

The entertainment committee says they will have plenty of barbecued meat for everybody and they really expect a crowd.

The Woman's Yucca Valley Service Club, who sponsors the regular Saturday night dances in Yucca Valley, is glad to let the Legion sponsor the dance on that night to celebrate "Armistice Day."

—oOo—

ANOTHER PURCHASER

Harry Cooper enjoyed the week end here and went home the owner of a piece of Joshua Tree proprty.

To Build Stores and Exclusive Motel

MOTEL ON PARK BOULEVARD; FOUR STORES ON HIWAY

Mrs. Loraine Radford, who recently sold her business in Dallas, Texas, and came here to visit her friend Mrs. Teresa Matthews, was so impressed with the business possibilities in Joshua Tree that she has purchased a business lot on the hiway and announces she is going to erect a business building on the lot to contain four stores.

Mrs. Radford also bought a motel site on the corner of Park Boulevard and Sunburst Circle, and says she will build a motel court of the de luxe type.

After spending three weeks here Mrs. Radford has gone to Long Beach to visit friends and to make arrangements to start her construction program here soon.

Mrs. Radford has had considerable experience in catering to the traveling public, and said before she left that she was very enthusiastic about the desert and the future of Joshua Tree.

—oOo—

MOTHER PASSES ON

Mrs. Margaret Fox, mother of Frank Fox, passed away at her home in Santa Ana, Sunday.

Mrs. Fox would have been 72 years old November 11, and she and her husband were preparing to celebrate their 53rd wedding anniversary, November 15.

Dr Cooper's Lecture - Forum

Enthusiastic Reception of Speaker

SERIES TO CONTINUE INDEFINITELY

Dr. Norman C. Cooper opened his lecture forum series at Mrs. Hibbard's Desertaire Lodge Sunday morning with a very comprehensive discussion of "The Universe About Us."

Dr. Cooper is, at present, on a leave of absence from the University of Southern California. His Sunday lecture laid a foundation of our relationship to the Almighty Creator and our place in the scheme of things as they are.

Following Dr. Cooper's 30-minute discourse a very interesting discussion period developed.

Next Sunday's lecture will be on "The Spiritual Significance of Life." Dr. Cooper stated, however, that he will be happy at any time to discuss any subject which his listeners may request.

HOSPITAL CHAPLAIN AND STAFF VISIT JOSHUA TREE

Miss Violet M. Appeman, Rev. E. E. Haring and Mr. George Phelps from the Chaplain's Department of the County Hospital in Los Angeles, visited our town last week and were very much impressed with the progress we are making.

It was the first trip for Rev. Haring, head of the Chaplain Staff at the hospital. He expressed his appreciation of the town and our desert by saying he was tempted to sever his connectons at the hospital and come out here to organize a church and pursue his life's work.

Miss Appeman is a property owner here. Mr. Phelps is organist at the County Hospital.

—oOo—

Subscribe to the JOURNAL

Chamber of Commerce Meeting Saturday Nov. 10

Joshua Tree Chamber of Commerce will meet Saturday evening, November 10, at 8 o'clock at the Club House. The Board of Directors will meet at the Townsite office at 7:30, preceding the regular meeting.

The principle topic for discussion will be the new Planning Commission and ways and and means of getting builders to conform with the scheme of architecture desired for this town.

The Ambulance fund will also come up for discussion and an effort will be made to boost our contributions to this fund. It is very important that this community do its share in supporting the ambulance, and so far our contributions are lagging behind.

BILL BUNKER

The Joshua Tree Townsite Company has a new driver on the weekly excursion service, Bill Bunker.

Bill has just recently been discharged from 5 years' service in the navy, the last 3 years was spent in the submarine service. He is now taking advantage of the Government's free educational program for veterans by registering at U. S. C. to complete his college

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JOSHUA JOURNAL

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PUBLISHED EVERY THURSDAY
By the
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JOSHUA TREE - CALIFORNIA

STEWART GEAR - Editor and Manager

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Un - American

The strike situation in our country has reached the point where something should be done to stop the wanton waste and confusion.

Labor maintains that it is their American right to strike and I don't care to argue that point at this time. Right now I seriously doubt if the strikes that are besetting our land are strikes of labor. They are strikes of racketeers, would-be labor leaders, who have a selfish end they would gain. Labor is the goat, and whichever way the matter is settled the rank and file of labor will lose.

I am entirely in sympathy with the right of labor to a share in the profit from the goods they produce, and I believe some curb should be placed upon the profits, that is excess profits, that industry should be allowed to keep. It must be recognized however that it is the American Way, of free competition, individual initiative, and the right to climb to the top, if you have the ability that has built this great country of ours. It has been the AMERICAN WAY that has made it possible for any man, and I mean any man, be he immigrant from the opportunityless foreign land or from the poores of our native elements, to rise to the top if he had the desire and the mental capacity.

No one, not even the capitalist, denies labor the right to organize, to better their position, so long as they do it on a business like basis, and their demands are reasonable, but when labor tries to take the management of industry out of the hands of management, when they demand 52 hours' pay for 40 hours' work, when they want to say who can be hired and who can't, when they demand the same pay for the incompetant workman alongside the competant, then they have gone beyond the bounds of reason, and the whole thing smacks of racketeering, and Unamericanism.

I cannot accept the premise that this termoil is just a cog in the wheel of *evolution*. I would rather say it was a monkey wrench in that wheel, with the deliberate intention of wrecking the whole machine. It is a scheme to regiment, to put crutches under the American worker, to destroy his independence. It is being engineered by selfish, unscrupuless, UNAMERICAN racketeers, who are using labor and the strike to gain control of American industry and capital, and if they succeed LABOR will take what their erstwhile leaders wish to hand out and no more. Their position will be far worse than it ever was in the days before we enacted laws to protect labor.

I say this strike situation is UNAMERICAN and it is time for the AMERICAN public to wake up and throw these racketeers out.

All Expense Trips
To Joshua Tree

THE NEW DESERT COMMUNITY
OUR CARS Leave on Wednesday—Return on Thursday
Leave on Saturday—Return on Sunday
DeLuxe De Soto Sedans—comfortable accommodations—are afforded our customers who wish to investigate the new Desert Community of JOSHUA TREE.
For full information call **VAndike 3057**—or write
Joshua Tree Townsite Company
Room 534 - 112 West 9th Street ..... Los Angeles 15

RE-COOPER-ATE

By DR. NORMAN C. COOPER

JUVENILE DELINQUENCY

There is a mountainous wave of juvenile delinquency sweeping the country. Unsocial activities of youth have increased steadily since the war. The public has become excited over it and the police and juvenile authorities have been running in circles trying to handle the constantly increasing number of calls for youth offenses. Juvenile delinquency com-

mittees have met and gotten their pictures in the papers, the mayors of our cities have made demands, the governors of the states have issued statements. And all to no avail. Juveniie delinquency will never be solved by these methods. Policemen will never solve or even alleviate delinquency in our youth by their police tactics and jail methods. Unsocial activity in our youth is not a problem for our police to handle anyway. They are not skilled and trained to handle youth. They know little or nothing of child psychology or adolescent psychology or abnormal psychology or mental or aptitude testing or childhood growth and development and are as incapable of handling our boys and girls as a section hand or a charwoman. If juvenile delinquency is left for the police to solve it will just never be solved. Juvenile delinquency committees composed of socially prominent women who have only one child to shower all their attention and money upon, who have never handled children en masse, and who haven't had special training in child development will never solve the problem either. It must be approached from an entirely different standpoint. The psychology back of delinquency must be known and the sociological machinery for normal youth development so manipulated that a youngster can orient himself in his social world and be a success each day that he lives in that world.

Youth become delinquent because they can no longer maintain "status" in their particular world or on the level of the rest of the youngsters with whom they associate by choice or are forced to associate with in the community or the schools. To lose "status" is one of the major disasters of childhood. By "status" we mean one's social worth or social effectiveness or the ability to "save face" before his companions. If a child loses his sense of social worth or ceases to become effective in his gang or crowd or in his community or in his school then he develops an inferior feeling and perhaps even an inferiority complex. Often it is the little things (and none too little after all) that cause a youngster to lose completely out in the world in which he finds himself—too little money to spend for the things he really needs, too few and inadequate clothes to keep his dignity intact, too little recognition from superiors because of lowly birth, or foreign parentage or color of skin, or because of ne'er-do-well parents or having been born on the wrong side of the tracks. If a youngster loses "status" and his ability to "save face" through the normal channels then he invariably attempts to establish "status" and "face saving" through abnormal and unsocial channels. He'll have it one way or another. If he doesn't have enough money to meet his little wants and needs adequately he turns to stealing it; if he doesn't have proper clothes he will steal to get them; if he doesn't have proper recognition he will pull some spectacular stunt, raid, or hold-up to get that. Publicity in the newspapers is just what his abnormal complex drives him to seek. He may even dress up in a zoot suit or some other equally ridiculous garb purely to attract attention—to be in the spot-light. He isn't a problem-boy. He is merely a boy with a problem. Solve his problem and you solve his delinquency.

How easy it would be for our police, our county and state officials, and the adults of our society to cooperate in a program where the youth of our land could grow up normally and have normal healthy minds, proper mental habits, and wholesome outlooks on the social world about them. It is far easier to eliminate juvenile delinquency before it starts than it is to stop it after it has already started. I think we had better be doing that instead of trying to salvage China, India, Europe or Japan. We don't need to be so altruistic abroad. We have too much need for it here in our own land.

—oOo—

HOME SICK

Hollywood, California
October 30, 1945
JOSHUA JOURNAL
Mr. Gear

I miss the beautiful weather that we always have in our desert and after seeing fog, clouds and rain for the past three days —a little sunshine would be a great blessing.

I was looking out the window looking at the rain and I thought of a saying that really describes our desert, "Joshua Tree, where the sunshine spends the **year."** I think it would be a good slogan for our fast growing JOSHUA JOURNAL.

Tell all my friends I said hello and this is proof I think of my desert friends.

I hope to return to the desert in a couple of months.

Bob also misses his "pals" out there and sends a big "Hello" to all of them.

SS/Verna A. Coulter.

—oOo—

MINIATURE HOMESTEADS

Entertaining and informative is the fact articles, "Miniature Homesteads," by Melissa Branson Stedman of Huntington Park, which will appear in the December 1945 issue of Desert Magazine. Mrs. Stedman gathered her material for this article on jackrabbit homesteads from first-hand observation as she herself now is homesteading on the desert.

A former newspaper reporter turned teacher, she is using her intimate knowledge of the desert to specialize in fiction and features with a definite desert locale.

LETTERS FROM THE PEOPLE

(This column is open to all readers to express desires, comments or criticisms. All communications, however, must be signed with name and address. No attention will be given any anonymous letters—Editor)

October 29, 1945
Stewart Gear, Editor
JOSHUA JOURNAL
Joshua Tree, California
Dear Mr. Gear:

My wife and I are property owners in Joshua Tree but have not built upon the property. We have vacationed in Joshua Tree and love the quiet and beauty of the desert. We read and enjoy the JOSHUA JOURNAL, and are surprised and pleased to find the township developing so rapidly.

In your editorial of October 11th you have expressed a thought that I heartily concur with: "Save the Desert." I am taking the liberty of submitting a verse inspired by your editorial.

Very truly yours,
Russell A. Drysdale.
(Poem on Page 6—Ed.)

—oOo—

Los Angeles, California
October 28, 1945
Joshua Journal Publishing Co.
Joshua Tree, California
Dear Sir:

Sent a copy of your paper to the children back home in Chicago. They like your paper and want more, so I'm enclosing a $1.00 for you to send them the papers direct as I'd like to keep my own.

They were thrilled to get the newspaper from the desert, one of the first papers printed from a new city. They thought pioneer days were over out here. So, they're interested in what goes on in a new desert city, as Mom and Sis are buying a lot there.

They liked the good clean reading. Reading "ALL YEAR LIVING ON THE DESERT" was like a breath of fresh air. PERSONALITY AND MENTAL HYGIENE and other good reading was enjoyed by them.

Sincerely,
C. H.

—oOo—

October 29, 1945
Dear Sir:

I wish to take this opportunity to express my sincere thanks for the comments I received from you and the readers of the JOSHUA JOURNAL on my poems which appeared in your No. 6 ieeue.

I have been requested to write more and am enclosing another which I hope you and your readers will enjoy as much as I have enjoyed writing it.

Yours very truly,
John J. McGee
(Poem on Page 6—Ed.)

—oOo—

Columbus, Ohio
November 1, 1945
JOSHUA JOURNAL
Joshua Tree, California

Just to let you know that away back here in Columbus, Ohio, we are getting your JOURNAL, and to tell you there is a new thrill with each and every one we receive.

Thanks for the prompt mail-

(Continued on Page 8)

NEW HORIZONS

EDMUND B. MOORE

Lt. Colonel E. B. Moore
A. U. S.

ENGLAND AND HER DEMAND FOR BILLIONS ANALYZED

SOUND BANKING PRINCIPLES VERSUS HER CREDIT RECORD

(All Rights Reserved—Editor)

Should you want to borrow a few hundred dollars for your business or to meet an emergency need, what do you do? What does any legitimate borrower do when he wants to borrow a sum of money, large or small?

Most generally the one who wants to borrow goes to the Bank, sits in with his banker, and shows factual evidence of (1) good character; (2) your immediate worth or assets; (3) your present method of paying loans; (4) and then what you want to do with the new money and your plans for paying it back, principal and interest. That, the world over is called sound banking.

Of course the method is modified here and there to fit individual cases; but regardless of locality or size of loan the procedure will strictly adhere to what is generally accepted as sound banking. I hold no brief for the bankers. But sound banking does keep banks and nations in business; and at the same time keeps trade and business going. It's very simple. You borrow money and you pay it back.

Now here comes to this country a delegation of aristocrats from Great Britain who want to "get," they do not say "borrow," 5 billion dollars. They don't want a regular loan. Of course not, right away that infers they will have to pay it back.

Britain again wants something special from Uncle Sam who the English have always found, in the past, to be pretty generous and easy-going.

Sound banking! Now let's look at the record. Right away we find World War I loan to Britain—a mighty huge loan—neither principal or interest has been paid. What makes matters still worse about this first loan is the fact the British say they do not expect to pay any part of it, either. Then—there is World War II Lease-Lend—which is quite a sizable figure. This, also, is still on the books. Now comes Britain again—they want 5 billion dollars more.

After looking pretty carefully at the record a sound banker would probably say, "Yes we'll give you a business loan for 5 billion dollars at reasonable interest, arranged for payment over a reasonable time. However, since you have stuck Uncle Sam on some pretty big loans in the past, that we have been kind enough to give you, when you were in a pinch, then this time we will take on a little security when we make this new loan."

"Say, we'll take a lien on Canada or Bermuda or a few more island bases here and there—just in case."

Well, why not? England borrows money, yours and mine—is there any legitimate reason why she shouldn't pay it back? After the experience of World War I, after the experience of lease-lend, is there any good excuse for giving Britain—outright—another 5 billion dollars?

Xmas
Toys
Dolls - Teddy Bears - Fur Dogs - Games - Model Planes - Bicycles
New and Used Army Blankets
OPEN EVENINGS - Sundays TILL XMAS
JIM'S
Sport & Barber Shop
So. of 4 Corners
TWENTYNINE PALMS

Lyday's
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JOSHUA TREE
DOING OUR BEST TO SERVE YOU UNDER PRESENT CONDITIONS
We promise you a First-Class Market as soon as Electricity is Available
Fresh Meat Vegetables
General Merchandise
WE APPRECIATE YOUR PATRONAGE

Know Your Neighbor

By Alice Powell Beckford

If you are interested in the history of California it would be well for you to cultivate our neighbor of the week as she probably knows more about our state than anyone in Joshua Tree. The best part of it is that she knows from first-hand knowledge as well as studying as she has personally visited all the places of historical interest. Carrie Belle Smith is not a native Californian but was born in Cleveland, Ohio. She received her B.A. degree at Western Reserve University and also attended Art School there. Levi Schofield, one of the best-known architects of his time became interested in her and urged her to study architecture under him. He realized she had a natural ability along that line and felt that she could go far if she took it u pas a professional, but Carrie Belle had other ideas.

After the deaths of her mother and father she came to California where she worked for her Master's degree, and later her Doctor's degree. Most of the research work was done in U. C. of Berkeley but finished in U.S.C. She majored in History and finally took it up as her life work.

Her first teaching was in the Commercial Department but that was of short duration as she soon found her rightful niche and taught History in both senior and junior grades of the Santa Monica high school. She continued for almost 30 years and finally retired account of arthritis, and came out to Joshua Tree where she has built a most attractive house, and is gradually regaining her health.

Carrie Belle is very fond of dogs and has owned some rather fine ones. She can tell some mighty interesting tales about her trips all over California to learn at first hand about the places of interest. She had a Dodge car which she named "D.B."; she was "C.B.," and the dog was "C.B. II." As soon as school closed for the summer the three started off on their adventures. Many times she ran up against some rather hair-raising experiences but C.B. II was her faithful protector and she never felt afraid.

Sometimes Carrie Belle becomes reminiscent and wonders just what might have happened if she had studied architecture. She comes from a long line of artists and can trace her ancestry back to the Puritans. Her father was a direct descendant of John Holland who came over in the Mayflower while her mother sprang from Dutch ancestors who came to America in 1630. Her grandfather was the celebrated artist Allan J. Smith who painted the picture of "The Colonial Mother" which hangs in the Cleveland Art Gallery. In fact there is hardly an old family of note in Cleveland that does not boast of at least one of his paintings. The "Colonial Mother" has often been referred to as the companion to the famous painting of Whistler's Mother. However, we are glad she chose the other vocation as it brought her to California and eventually out here. When you call on her be sure to give yourself plenty of time, as you will find it hard to tear yourself away when she begins to show you some of her treasures.

DESERT MORNING

By O. D. Thomas

The Night, so tender, intimate nad cool,
Flees down the dark canyon on the mountain.
Leaving a rippled kiss upon the pool
That bows in worship before the Fountain.

A Thrush, astride a wild, ambitious vine,
Preens himself, then boldly bespeaks the Sun.
"Behind me, are some fledgelings of mine.
Warm them a bit, then let shadows come."

All waking things, in clear recitative,
Their everlasting confidence declare.
"Yesterday was stormy, but we believe
Today will be quite beautiful and fair."

—oOo—

HERE TO STAY

Mr. Pick Laughlin, brother of Mrs. Mathews, has moved his family, furniture and belongings to Joshua Tree from San Francisco. He is to continue helping Mrs. Mathews in the Joshua Cafe.

—oOo—

Warning!!

Do you know it is unlawful to enter into a contract to build with an unlicensed contractor?

Have you asked your contractor for his license?

Do you know if your contractor carries Workmen's Compensation Insurance?

Do you know that YOU are liable for damages if he doesn't have insurance?

Protect Yourself Be Safe.

The undersigned are licensed contractors under California License Laws. You are invited to write or consult any of them about your building program.

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Tom Henning GENERAL CONTRACTOR
Evans Electric Co. ELECTRICAL CONTRACTOR
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Ed. Gilpin PLUMBING CONTRACTOR

Joshua Tree - California

Build Now

PERSONALITY & MENTAL HYGIENE

By DR. NORMAN C. COOPER, A. B., M. A., Ph. D.

PERSONALITY TYPES

(Continued from Last Week)

The German psychologist, Edouard Spranger, divided people into six types according to what values they held most worthy. These types are the theoretical, the religious, the political, the social, the economic and the esthetic. There is some basis for this grouping and present day psychologists are taking some account of it. Some people are predominantly re-

ligious, some are political minded, others definitely theoretical, some whose social motives govern their personality pattern, some are penurious and the economic factor determines their make-up, while others are esthetic and lean more to the arts and beauty side of their world. Men as a rule are more political-minded than women and are interested in the theoretical and economic activities. Women as a group hold to religious values more than men do. In the field of esthetics — art, literature, and the social amenities—women are more active than men. The theoretical person is critical and intellectualistic and holds truth to be the end-value for which he is searching. The scientist and philosopher is in this group. The economic-minded person is practical and competitive. He looks after himself first and the other fellow next. He is self-preservative. Utility is the end-value which he seeks. The business man comes in this class. The esthetic-minded are often impractical and temperamental. They love art and music and poetry. They care more for beauty than they do for truth. Witness some of the hideous paintings they turn out. Form and harmony are the end-values which they hold most precious. The social-minded individual is the kind we all like. He is interested in other persons about as much as he is in himself. He is kind, sympathet ic and unselfish. He is full of hospitality and likes to do for others. Love is the end-value which he holds most dear. The political-minded is a leader and desires influence. He will use the other fellow for self-advancement if that is what it takes to get him where he is going. He will "log-roll" and "play politics" and "sell you down the river" if you don't watch out and may anyway and you watching him. He is expedient though and diplomatic and "smooth as oil." Power is the end-value for him. He worships power, and will offer up burned-offerings and his best friends for it. The religious-minded are mustical. The mysterious and occult appeal to them. They are an easy prey to "cults" and are apt to give their money to build the other fellow's temple, or shrine, or "holy city." They fall for anything that is mysterious in the way of the soul or spirit. The more mysteriou you can make it the better they like it. If you can drag it in from Tibet or Timbuctoo or some other out-of-the-way place where you can't check up on it handily they like it even better. They love to meditate on holiness and usually have some gadget which they use for self-discipline such as breathing in sand or carrying one hand above their head or rabls or some little chant which they give or some sacrament that seems to lift them into the land of the etherial. Unity is the end-value for them. They seek unity with God and with love and with the universe.

Kretschmer, a contemporary psychologist, says there is a definite correlation between one's physique and his personality. A tall person does have certain advantages over a short person thereby causing a short person to develop a personality which compensates somewhat for his lack of stature. He says that there is definitely an athletic type of person with broad shoulders, narrow hips and long neck. We see short people without these characteristics who are just as good in athletics as the other type.

(To Be Continued)

The material in this series of articles by Dr. Cooper, is syndicated, and is to be published in book form, and no part may be used without permission.—Editor.

BREEZING AROUND

By Maude A. Fox

(Norma Campbell has written this column, in the absence of Maude A. Fox, who accompanied her husband, Frank Fox, to attend the funeral of his mother, who passed away Sunday.)

Robert Birch arrived Sunday from Winnepeg, Canada, to visit the Pfeiffers. Sylvia June and Robert are reported to be engaged. Congratulations, Bob, she is one of our favorite Joshuaites. Mr. and Mrs. Pfeiffer and Sylvia entertained Mr. Birch at the Smoke Tree Sunday night after his arrival. Mr. Birch, son of Mr. and Mrs. D.E. Birch of Winnepeg, Manitoba, Canada, is serving as flying officer of the Coastal Command in the Royal Canadian Air Force, and is stationed at Summerside, Prince Edward Island, Canada, about 2,000 miles from his home. Mr. Birch has two brothers who are pilots in the Royal Canadian Air Force and one brother in the Royal Canadian Navy.

What do you think of our telegraph service, Bob? He wired the Pfeiffers on Thursday, arrived here Sunday, and the telegram appeared Monday.

* * *

Saturday night saw many friends congregated at a farewell party given for Mrs. Lorraine Radford, who is leaving us for a short time. Coulter's Guest House was the scene of the party where dancing and local talent entertainment progressed into the night. Mrs. Radford will undoubtedly be with us again soon.

* * *

Mr. William Elsesser and Mrs. Irene Elsesser are back at home in their desert spot east of here, "To stay forever," was their sentiment. Mr. Elsesser has been working in defense for 3½ years with Mrs. Elsesser feeling crampt in an apartment. They returned Wednesday and since that time have been cleaning and fixing their long wished for residence. Even enjoying the pleasure of bathing in a tea cup until Mr. Elsesser could get the water tank cleaned. They expressed their amazment at the growth in this trritory and Mr. Elsesser remarked that he wouldn't be able to shoot a coyote now 'cause it might be his neighbor's pet. Who knows!

* * *

When one has homesteaded in these parts they can't stay away. Yolla and Orn Seeley are here visiting for a month from their Wolf Creek, Oregon farm. The Seeleys sold some of their homestead to the Coberleys; but, they had foresight in retaining a small portion of this desert land, because now they are thinking strongly of coming back to build. There is an addition to their family since they were here last. They have adopted a baby boy, Gene Clyde Seeley, who is now four months old. Gene Clyde was an incubator baby, but in the good care of Mrs. Seeley, is doing fine. This family of three have been spending a day or so with some of their old friends, Mr. and Mrs. R. Tootle, Mr. and Mrs. Archie Williams and Mr. and Mrs. William Elsesser.

* * *

Did you know Mrs. Becker always wanted to be a librarian? Even while she was in Los Angeles she wished it so much that she bought a number of books and had a rental library. That was not sufficient for her. She said, "I had to come to the desert to realize my long ambition to be a real librarian.

* * *

Wadda-u-no, someone from our town went into a city for a few days, however, it was business that took them. Mr. and Mrs. Raymond Moore, who are building a new home in Joshua Tree, went to Long Beach to help their daughter remodel her home there.

* * *

We have been seeing Mr. and Mrs. Bill Hammond spending a lot of time at Coyote Well lately. I think they are bulding an addition to the building there and are going to live there and do some farming.

* * *

Edgerton's Hillside Hide Away has been invaded. So many people found their way

(Continued on Page 6)

HOUSEHOLD SUPPLIES
NOTIONS - TOOLS - PAINTS at
BECKER'S
Hardware & Variety Store

Banning Laundry & Dry Cleaning
PICK-UP EACH TUESDAY - 12 NOON
AGENCY, COULTER'S GUEST HOUSE

GRADING
BLADE — DOZER — ASPHALTIC PAVING
E. V. (Pat) & H. (Sam) LAFFERTY — JOSHUA TREE

Seigel & Raub
REGISTERED ENGINEERS & SURVEYORS
W. P. Giles, Engineer-in-Charge
Professional Building Joshua Tree

Concrete Construction
General Building Contractors
Otto & Batters
JOSHUA TREE

GET OUR ESTIMATE FIRST
ON ELECTRICAL WIRING and INSTALLATIONS
RADIO DOC
"Everything Electrical"
J. H. McKITRICK - Box 460 - Twentynine Palms

Now Available
GAS
RANGES
TAPPAN - ROPER - MAGIC CHEF
WATER HEATERS
DAY & NITE - HOYT - GENERAL
SPACE HEATERS
DAY & NITE "PANELRAY"
SOON
Electrolux Refrigerators
DISTRIBUTORS OF PROPANE and BUTANE CYLINDERS OR TANKS
Rural Gas & Appliance Co.
BEAUMONT
SEE MARTIN FULLER - LOCAL AGENT

Neal Lawson - Maxwell McArthur
Henry Sevage
Cement Products
THE MOST PRACTICAL BUILDING MATERIAL
FOR THE MODERN DESERT HOME
Cement Building Blocks
COMPLETE LINE OF CEMENT BLOCKS . . . ALL SIZES
ALSO CEMENT - LIME and SAND
When Better Blocks Are Made
L. M. S. WILL MAKE THEM
Plant and Office
JOSHUA TREE TWENTYNINE PALMS
Whitewater, Star Route P. O. Box 85-A

BUILDING NEWS

SHOWROOM AND OFFICE

The showroom and office building for: the Crane's Building Supplies is rapidly taking shape and when completed will be a credit to our town.

The Crane's have enlarged their plans for this building so that it will be nearly twice as large as originally planned.

Mrs. Crane says she designed the roof and expects it to have a really classic appearance. The building is of frame and stucco construction.

The front has a recessed entrance and a large show window. There will be ample display room for their household appliances and building hardware. In the rear will be their offices.

The storage warehouse begun earlier is practically completed. Lumber sheds are next on the program, after the salesroom building is completed.

—oOo—

Get in on the growing list of subscribers to the JOSHUA JOURNAL.

H. C. HORSMAN BACK

H. C. Horsman and son Paul, who are building the first unit of a motel court on Sunset road, have returned from harvesting walnuts on their place at Lakeport in the Clear Lake district of Northern California. He reports a good crop from that district with buyers active and a good price.

He is going to resume work on his court and rush it to completion. As soon as this unit is finished Mr. Hrsman and son ntend to occupy one side and rent the other.

—oOo—

MORE HOUSES

W. B. Robinson has purchased from Al Hamblin the half of his large lot facing on Mountain View and is building a one bedroom house.

Al Hamblin is getting ready to build a duplex on the remaining half facing on Grandview. Both houses are to be of cement block construction.

—oOo—

THEY ALWAYS COME BACK

Mr. and Mrs. J. A. Parker have just returned to Joshua Tree after spending three months in Fresno. They had as their guests Sunday, Mr. and Mrs. Bob Wicklund and daughter, Minnie Farley, and Mildred Muller from San Bernardino, and Mrs. W C. Willis of Norborne, Mo.

—oOo—

READ THE CLASSIFIED ADS

STUDY COURSES

Persons desiring to take advantage of the courses of study being offered by Dr. Norman C. Cooper, are invited to meet with him at the Desertaire Lodge, Monday, November 12, at 7:30 P. M., to arrange for the courses wanted and set the time for classes.

The courses offered include Psychology, Botany, Vocabulary Building and Personality Development

SMART DOCTOR

Patient (recovering from operation): "Why are all blinds drawn, doctor?"

Doctor: "Well there's a fire across the street, and I didn't want you to wake up and think the operation was a failure."

J. Merritt Leach
Construction - Milling
General Carpenter Work
Cabinets
1 Mile East of Joshua Tree

Evans Electric Company
Electrical Contractors
Licensed - Bonded
DISTRIBUTION AND TRANSMISSION LINE
CONSTRUCTION
Industrial
Residential
Commercial
Wiring
Offices: *Joshua Tree California*

Wholesale Distributors
Standard Oil Products
Bu-Gas
WE CAN NOW SUPPLY YOU WITH STORAGE
TANKS FOR BUTANE OR PROPANE
PRICES ON APPLICATION
FRANK H. BAGLEY
TWENTYNINE PALMS

NEW 29 PALMS THEATRE
Opening
Sat. Nov .10
Shows Start 8 P. M. Nightly
Except Opening Night, 7:30
Saturday, Nov. 10—
Sunday, Nov. 11 Matinee
2:30 — SPECIAL
"Johnny Angel"
George Raft - Claire Trevor
Sun.-Mon., Nov. 11-12—
"Christmas in Connecticut"
Tues.-Wed., Nov. 13-14—
"BEDSIDE MANNER"
"To the Shores of Iwo Jima"

JOSHUA TREE is the fastest growing town on the California Desert.

Because of its strategic location at the most accessible gateway to the **JOSHUA TREE NATIONAL MONUMENT** we believe it is destined to be the **METROPOLIS** of this desert.

We have good **WATER** and lots of it. **ELECTRIC POWER** will be available soon.

Sites are available. Material and labor is available.

Business opportunities are begging for takers.

Persons interested in starting a business are invited to call on or write the editor for information.

JOSHUA JOURNAL
Joshua Tree, via Whitewater, California

Pre-Cut Material Available
—FOR—
Your Home, Garage, Utility Buildiugs, etc.
DRAWINGS BEING PREPARED
SHOWING ATTRACTIVE DESERT HOMES
BY COMBINING TWO OR MORE UNITS
IN ONE UNIFIED PLAN
SEE SAMPLE UNIT — JOSHUA TREE
Fred H. Randall
SOLE DISTRIBUTOR FOR H. MACKIE - BEVERLY HILLS,
JOSHUA TREE and TWENTYNINE PALMS AREA

We Are Now Serving
the Joshua Tree Area
Gilpin's Plumbing
P. O. Box 121 TWENTYNINE PALMS

INVESTIGATE
MORTARLESS CONCRETE BLOCKS
BEFORE BUILDING
Wortley & Brown
GRADING - BULLDOZER WORK
SAND and GRAVEL
PLANT and OFFICE - YUCCA VALLEY

Draughting Service
ARCHITECTURAL MODELS
Residential and Commercial
Planning Service
Fred Moninger, Designer
JOSHUA TREE - CALIFORNIA

Special for November
Superflame Oil Heaters
3000 BTU **Model 4209c**
$37.50
CRANE'S BUILDING SUPPLIES
JOSHUA TREE

THE DESERT ELDS

By Russell A. Drysdale

The Joshua trees, sad and prophetic, stand
Two thousand years deep rooted in the sand
True peace they've known for centuries to grow
In desert land—God's garden here below

The rain and wind of Winter, bleak and cold,
But nurture them and thru the Summer hold
What festive, gay, exquisite coloring
Lies at their feet when gorgeous blooms the Spring!

Mile after mile, far as the eye can see
The flowers nod their blossoms fancy free
Fresh is their bloom; to see is to believe
Their color true as Nature can conceive

And circling, rock-ribbed, the mountains grim
Seem barren more to such a beauty rim
And, seemingly, a giant pot to bear
The flowers up while they thus bloom so fair

The Joshua trees, sad and forsaken, stand;
Their sanctum here sullied by mortal hand
The sands that knew the gentle tread of God
Now quake to feel the thoughtless, human clod

Here they have stood thru centuries of man;
Thru Caesar's wars and fall of Hitler's Plan
Molest them not! They stand on hallowed ground.
Revere and keep this peace on earth you've found

—oOo—

OUR FUTURE HOME

By John J. McGee

We're going to live at Joshua Tree,
No finer place in the world to be.

The beautiful desert and mountains so high,
Are ever so inviting to all who pass by;
A natural panorama the setting does make,
No one on earth could ever fake.

The gorgeous plants and trees that are there,
Create a mass of colors so lovely and rare;

There is so much beauty, it has no end;
And you can always meet a friend.

The outstretched arms of the Joshua Tree
Will always beckon you and me.

—oOo—

READ THE CLASSIFIED ADS

AN OPEN LETTER TO MR. AND MRS. CLOVIS M. LYDAY AT LYDAY'S DESERT TRADING POST

A LOVELY DREAM

A way out in the Desert
Where I have always longed to be
There's a little town a-growing up
And they call it Joshua Tree.

I have not been there to see it,
Because I live so far away
But in my dreams I journey there
And rest awhile to pray.

For everything that's good and fine
For each and every one
And then a very special prayer
For a very special Son.

Well he really doesn't know it yet
But he will soon be playing Host
For I'm coming out to see my kids
At Lyday's Desert Trading Post.

But This Is the Pay Off

I was all ready to pack my bag
And grab a seat on an old nag
And start for that Desert where I longed to be
But the saw bones put a crimp in me.

He said the blood pressure's too high
The ticker's too low
Right here you will stay
Until I say you can go.

So instead of smiles under Desert skies
I will stay here and shivver in snow and ice,
But when he gets that old blood pressure down,
And I quit beying and barking like a ring tailed hound,
I'll thumb my nose at this whole darned town
And then you will see me breezing around.

Love,
YOUR MOM
Columbus, Ohio

—oOo—

Get in on the growing list of subscribers to the JOSHUA JOURNAL.

Breezing Around

(Continued from Page 4)

to this spot last week-end that a new name is in order. Mr. and Mrs. Fred Corzatt, Mrs. Edgerton's brother and sister-in-law, who sorta knew where the Hide Away is located, arrived in the afternoon bringing Mr. and Mrs. Oscar Noack and daughter from Los Angeles; but, later in the night Lt. and Mrs. Stanley Shacklett and son Stephen, found the way. I heard the Shacklett's had a guide—a Jack-o-lantern, hung on the mail box.

* * *

The desert bug has bit another Angelean, Ed Sproul and his wife spend all the time they can in this country. And who wouldn't, when they visit they are with Mr. Charles Dougherty, a pleasant, polly red faced gentleman (blessed with desert sunshine), who owns property east of Joshua Tree.

* * *

Sam Seawell's place near Twentynine Palms had prominent guests for a few days this week-end, Mr. and Mrs. Paul White, distinguished school teachers from Long Beach. Mr. Seawell has been away for some time, but is back to stay now.

* * *

Louise Morrow of Twentynine Palms celebrated her birthday Saturday, in Palm Springs, accompanied by her mother, Mrs. Erma Belt and Mrs. Eunice Edgerton.

* * *

Dr. Garner's new home in Joshua Tree is doing a little advertising. When you open the door, in plain view, Crane's Building Supplies in big letters written on a board used n his bulding, will greet you. Charge them for this advertising, Doctor, we do.

VISITORS

Jack S. Raub, surveyor, and Howard Gerrish, insurance man, both of Costa Mesa, were in town last week looking after business. Mr. Raub, who maintains an office here, was consulting with Walter Giles, his resident engineer in charge of the office here. W don't know just what Mr. Gerrish's business was but we want his wife to know he was here.

—oOo—

DAUGHTER VISITING

Miss Lela Ellyn Gear, daughter of the Editor of the JOSHUA JOURNAL is visiting with her father. She has been living in Seattle for the past year and a half. We wouldn't be surprised if the lure of the desert should get her and we'll have to say resident instead of visitor.

—oOo—

WELCOME HERE

Mr. and Mrs. Frank Kenis-ton of Los Angeles spent last Saturday night at Crawford's Retreat in Morongo. They have lived in Los Angeles in the same house for 40 years; but, believe change is progress, so we may anticipate seeing them again soon in Joshua Tree.

—oOo—

The Desert has an appeal for most everyone. Send the JOSHUA JOURNAL to that friend who is seeking a change for HEALTH or HAPPINESS. One year, $2.00.

Places to Stay in JOSHUA TREE

DESERTAIRE LODGE
LIKE LIVING AT HOME
Write for Reservations
MRS. ALICE HIBBARD, Joshua Tree.

WAGNER COURTS
SIGHTLY VIEW
Attractive Housekeeping Apartments
$15 WEEKLY

HERDMAN & JACKSON
APARTMENTS
COMFORTABLY FURNISHED UNITS
$15 WEEKLY

Cabins for Rent
DAY - WEEK OR MONTH
REASONABLE
Jeff Overbay

Mellette's Guest Lodge
YUCCA VALLEY
ROOM and BOARD
Address Star Route - Whitewater, California

Apartments With the Homelike Atmosphere
Coulter's Guest House
JOSHUA TREE

Standard Service Station
Standard Oil Products
TIRES REPAIRED
Accessories
LADO STARR, Mgr.
JOSHUA TREE

G. B. KRUMCKE
LICENSED CONTRACTOR
GENERAL PAINTING and WATERPROOFING
JOSHUA TREE

GOOD EATS
NOW OPEN
RICE'S CAFE
CLOSED ON MONDAYS
JOSHUA TREE

Mary E. Burson
NOTARY PUBLIC
Townsite Office
JOSHUA TREE

Yucca Valley Inn
SANDWICHES—WINE
COLD BEER - SOFT DRINGS

ACREAGE

LARGE TRACTS OF LAND FOR SALE NEAR JOSHUA TREE

640 acres (Sec 9-1N 7E) $12 per acre
640 acres (Sec 31-2N-7E) $9 per acre
640 acres (Sec 15-2N 6E) $6 per acre
640 acres (Sec 13-1N-6E) $8 per acre
640 acres (Sec 7-1N-7E) $8 per acre
320 acres (Sec 11-1N-6E) $6 per acre

SMALL TRACTS OF LAND FOR SALE NEAR JOSHUA TREE

45 acres at $35 per acre
40 acres at $40 per acre

SEE US FOR BARGAINS IN LARGE OR SMALL TRACTS OF LAND NEAR JOSHUA TREE

Bunker Land Co.
JOSHUA TREE, CALIF.

Los Angeles Office
Room 534
112 West 9th Street

Morongo and Yucca Valleys

ANGELS TO HAVE NEW RESTAURANT BUILDING

Ground was broken this week for the new Angel's Restaurant. The building will have a 48 foot frontage and will be 34 feet deep. It will be an ultra modern exterior with red tile roof. Inside there will be both a dining room and lunch counter.

Provision has been made for customer parking on both sides of the building.

—oOo—

HAPPY COUPLE

Michael Cassidy GM / 3 U. S. N. brought his bride of a few days home to see his mother, Mrs. Silk. The bride's home was in Jefferson, Iowa and they were married in Des Moines.

Cassidy has been in the navy 18 months, and a gunner's mate with a navy guard in the Merchant Marine. He saw considerable convoy duty in the Atlantic in the closing days of the European War, and some duty in the Pacific.

He has 30 days' leave for his honeymoon. It is his first trip to the desert and both bride and groom said they liked it very much.

—oOo—

BETTER STAY

From Spokane, Washington have come Mr. and Mrs. N. S. Hunt to spend at least six months on the desert at the Crawford's in Morongo. Mr. Hunt is here for his health. He has been to several resorts for his asthma and reports this to be the best.

BOOK REVIEW
By Norma Campbell

Dr. Hudson's Secret Journal by Lloyd C. Douglas consists of much stimulating philosophy and an interesting story, which seems to be rather drawn out and slow running at times.

Dr. Hudson gives an account of his life involving many persons in every walk of life, supposedly by way of a Journal written in code and translated after his death.

He had a philosophy of life or rules for living through which you get whatever you want, do whatever you wish to do or be whatever you would like to be, by projecting oneself into others, doing good for them, helping them secretly without recognition. His whole life, an exceedingly commendable one, was built upon the power he received from others. He claimed a strange inner illumination that caused the effective release of his latent ability to do something fine, thus gaining fame for himself and the other characters of his Journal through his unselfish help.

Dr. Hudson's Journal furnishes thought on which to start the mind to working. Consider, for a moment, accidents as the work of Providence. One man accidentally burns some rubber and discovers vulcanization; another has the same sort of accident and sets the house on fire. One man gets sent to jail, while there writes a book; another goes to jail and merely gets lousy. In other words ""Was it a misfortune, that did this to me, or can I profit by it?"

*THE JUNIPER TREE GIFT SHOP OPENS

Mrs. Vera Martin opened her gift shop, The Juniper Tree, across from the Morongo Inn last Thursday, and residents of the valley who didn't attend missed a real treat.

The walls are hung with Mrs. Martin's beautiful water-colors, and the gift articles of glassware and pottery were beautiful to behold.

If pieces of pottery mean just pieces of pottery to you, go up and have Mrs. Martin show you the difference in quality by the musical ring they emit when struck.

A visit to the shop will be well worth your while.

—oOo—

HOME AGAIN

Maryjane Selby is home again with her two babies after a visit with her husband who is a lieutenant in the navy.

JUST THINKING
By THE PACK RAT

TIME

Stop! Lay sharp hold of me!
Each moment I am fled
One Second! Eternity
Mourns my loved dead.
Those who have wondered
Know my priceless worth,
Too soon am I squandered,
And not regained on earth.
Wise men ever save me.
Who reads this simple rhyme,
Hold me, treat me gently,
For my name is Time! Time!

ODT

—oOo—

To remove gum or adhesive on wool, silk and rayon, sponge alternately with carbon tetrachloride and tepid water. On cotton or linen soften with egg white, and wash in tepid water or use carbon tetrachloride. Stains must be treated before washables are tubbed since hot water sets some stains.

CLASSIFIED

RATES 1c per word - 4 issues 3c per word

FOR SALE

TRAVELEER house trailer, model '42. Sleeps 4. Butane; excellent condition. $1200; terms if necessary. McKibben, Joshua Tree. 4t

LaQUINTA—2 beautiful lots on Boulevard. Both for $600 cash. Edward Burnham, Joshua Tree, via Whitewater, California. 4tp

TRAILER house, Eastern make, 1st class condition. See Martin Fuller. 4tp

GROCERY in growing desert community on 29 Palms Highway. Box No. 100, JOSHUA JOURNAL.

The Desert has an appeal for most everyone. Send the JOSHUA JOURNAL to that friend who is seeking a change for HEALTH or HAPPINESS. One year, $2.00.

WANTED

*3¼x4½ Graphic Cut film holders. Must be in usable condition. Call or write, stating price, Joshua Journal, Joshua Tree, Calif., via Whitewater.

MODERN DESERT HOME
FOR SALE
INCLUDING FURNITURE
$5,000 CASH

THIS NEW HOME, built of cement blocks and plenty of glass, is a true example of good desert design for comfortable living throughout the year. Offered for sale by
JOSHUA TREE TOWNSITE Co.
JOSHUA TREE, CALIF.

FOUND

MILITARY flashlight in phone booth at Standard Service Station. Owner identify and pay for ad. JOSHUA JOURNAL. 1t

READ THE CLASSIFIED ADS

Barbecue — Dance
American Legion Post No. 469
Yucca Valley
Saturday Nov.10, 1945
At 3 P M Till - ? - ?
Tickets $1.25 Children 65c

KING'S
FUEL OIL DELIVERY
SERVICE
Deliveries Every
Thursday
LEAVE ORDERS IN BOX AT
JOSHUA JOURNAL OFFICE
BERT KING
PHONE 121 or 123 — 29 PALMS

To A Real Groceryman

THE EDITOR OF THE JOSHUA JOURNAL WOULD LIKE TO CORRESPOND WITH AN EXPERIENCED GROCERYMAN, WHO MAY BE LOOKING FOR A REAL OPPORTUNITY FOR A FIRST CLASS MARKET.

write Editor,
Joshua Journal
JOSHUA TREE - Via Whitewater, California

ANGEL'S RESTAURANT
AN EATING PLACE OF PECULIAR EXCELLENCE
MORONGO
CLOSED WEDNESDAYS

The JUNIPER TREE
GIFTS OF REFINEMENT
Ceramics - Glass - Art - Pottery - Cards
Across from Morongo Inn

Golden State Milk
COTTAGE CHEESE - CREAM - BUTTER
Morongo Market
Mr. and Mrs. E. E. Grimes MORONGO VALLEY

Do Your Christmas Shopping Early
GIFTS . . . HOUSEHOLD NEEDS . . . NOVELTIES
A FINE SELECTION OF HAND-MADE ARTICLES
GREETING CARDS
Arnold's Hardware and Plumbing Supply
LOCATION: Texaco Gas Station
MORONGO VALLEY

Sun Valley ACRES
Now Under Development
TURN NORTH FOUR MILES EAST OF JOSHUA TREE
Ready About Dec. 1st.
BUNKER LAND CO.,
JOSHUA TREE.

HIGH SCHOOL HEP - TALK

By The Teen-Ager

In true dog-patch style our gals caught their men, although the chase was carried far out into the brush where the poor chased, weary males were dragged to their doom. Looks like Bales Carpenter is fairly a flying tackler! We noticed Dick Mayo at the receiving end as Bales downed him in a cloud of dust.

Already bringing out the new dusting rags for that new and larger bus which Al hopes to have by this week. We gladly give up our old faithful, for a few extra seats will be gladly welcomed.

Our new pupil Mary Sue Glover was just visiting for a week. And we hear that Bette Bowen is heading for L. A. again. Sorry to see you leave Bette and Sue.

Hearing loud, unmuffled giggles coming through the closet door 5th period in Mrs. Gills study hall, we wonder at the conversation. But shortly it was stopped. As one girl unwillingly came out, at Mrs. Gills "suggestion." But a strange sight met Mrs. Gills eyes as a leg was pulled through the closet window! Explanations? Never!

Hear Audrey Heaton is reducing—eating twiskets along with a chocolate special. Good luck!

Shouting echoing crys of "Grandma" — we wonder at the pink rimmed glasses, Nancy.

—oOo—

WELL, WELL, NOW SEE WHAT THE DESERT DID

Mrs. Leda Olsen and Mr. W. J. Russell came out with Steve Moninger to see our town and ended by buying a court site. Now, that isn't so unusual, but just before they started back to Los Angeles Mrs. Olsen announced that they were coming back soon to build and to live here, but her name would not be Olson. It will be Mrs. W. J. Russell.

Congratulations, W. J., and hurry back.

—oOo—

Letters from People

(Continued from Page 2)

ing and thanks to my little girl for the subscription. Am hoping to see your Desert soon.

M. L.

Today's the Day

DON'T wait until after you have had a serious loss before you buy COMPLETE AUTOMOBILE INSURANCE

A CRASH may cost you hundreds of dollars. It may happen today, or tomorrow, or any day! TODAY is the only safe day to get your insurance. Call.

Wm. B. Hatch

INSURANCE AGENCY

THE PLAZA

Twentynine Palms

Phone 291 or 351

(Reverse Charges)

For Rates and Information

INTEREST IN THE DESERT

(Continued from Page 1)

NIFICANT FACT that very very few ever leave here without a complete change of heart. Frankly I lack the command of words to tell you just why this valley, this desert, sells itself, but sell itself it does, and that can't be denied.

I talked to Chester R. Bunker, President of the Townsite Company this morning. "What am i going to do," he said, "I haven't enough people on my staff to take care of the people that are coming to our office to investigate this place." He said the office has handled an average of 20 parties per day for the last two weeks and over the weekend the count is 30 to 40. He says it doesn't take salesmen, he just needs some good guides who can answer questions. The people BUY. Some want court sites, motels, some business sites for income, others just want a homesite, and a chance to live in the sunshine and enjoy life.

Not all these people are coming from Southern California, either. They are coming from the states north of here, from Texas, from Ohio, from New York, and from Chicago and other middle western points. Many it is true cannot stay now, but few indeed that do not, say they are coming back as soon as they can make "arrangements." That most of them mean what they say is shown by the fact that all too often they do come back and have made arrangements to stay.

The desert has an almost irresistible appeal to people who love freedom, who want an opportunity to live better, who want **opportunity.**

—oOo—

STARR DUST

Lado Starr is back at his old game playing around with autos. Lado has taken over the Standard Service Station, and is being ably assisted by the charming Mrs. Starr.

Joe Cassel has taken over the relief shift and will be on hand three nights each week to conduct the "Bull Session."

Smoke Tree Rumpus Room
RE-OPENED
DANCE ORCHESTRA SATURDAYS
BAR AND DINING ROOM OPEN 10 A. M.
Smoke Tree Broiler
TWENTYNINE PALMS

WE FEED THE WORKERS
Joshua Cafe
JOSHUA TREE — On the Hiway

Radio Doc
Everything Electrical

Merchandise Available NOW

—ELECTRIC IRONS
—ELECTRIC CLOCKS
—HEATING PADS
—RECORD PLAYERS
—FLASHLIGHT BATTERIES
—IRON CORDS
—BATTERIES for PORTABLE RADIOS

DON'T NEGLECT TO PLACE YOUR ORDER FOR EARLY DELIVERY OF

Refrigerators
Washing Machines
Vacuum Cleaners
AND OTHER ELECTRICAL APPLIANCES

J. H. McKITRICK —Ph. 136 — TWENTYNINE PALMS

Now Open
Complete Automobile Repairing
Motor Tune-Up
Lubrication
Road Service
All Work Guaranteed
Reasonable Prices
Valley Automotive Service
JOSHUA TREE

Joshua Tree Townsite

Lots $300 up
Water - Electricity - Oiled Roads

Joshua Tree Townsite Co.
CHESTER R. BUNKER
PRESIDENT